

FACT SHEET
BUSINESS MAGAZINES INTERNATIONAL
SELLING LONG HAUL
April 2010

Profile: ***SELLING LONG HAUL*** is a monthly publication and includes US news sections and US features in every issue. It is distributed in the UK and Ireland to travel agencies, home-based travel agents, online agencies, and tour operator reservation and contracting departments. The April issue will feature Florida destinations.

Circulation: 16,500 (UK and Ireland)

CVB Added Value:

- Online edition posted to website which currently has 25,000 registered users. The online edition has extra functionality with advertisements such as live website and email addresses.

Scheduled Ad Size	Naples, Marco Island and the Everglades Partner Rate	Minimum Ad Cost
½ Page 4C	2" x 2 ¼ page formatted ad	
Cost Overview	\$678	\$890

Ad cost and size based on 3 participating partners. Naples, Marco Island, Everglades CVB reserves the right to change the overall ad size or forfeit this insertion.

Participation Agreement Deadline: September 15, 2009

Materials Deadline: September 15, 2009

Please provide the following materials for your ad: (you will see a proof prior to submission)

- A JPG photo via e-mail OR a TIFF or EPS in hi-res via CD (at least 3" x 2" at 300 dpi)
- 15 words of copy
- Name, city, phone and website of property

Please address all questions to Lauren Lewis at Lauren@paradiseadv.com.

Please go to the website below to sign up online and submit materials at:

www.paradisecoast.com/coop